



Creating a better future through brain injury prevention, research, education, and advocacy

2006
ANNUAL REPORT

Brain Injury Statistics

According to the Federal Centers for Disease Control and Prevention (CDC), 1.4 million Americans sustain a traumatic brain injury (TBI) each year, and 50,000 of those individuals die as a result of these injuries. In California alone, there are 22,400 reported TBI's per year; additionally, an estimated 10 million Americans are affected by acquired brain injury (ABI), which includes diagnoses of stroke, anoxia, and toxic exposure, as well as TBI. There are an additional 11,000 Californians per year that suffer strokes. This makes ABI the second most prevalent injury and cause of disability in the United States.

With the CDC reporting that a TBI occurs every 23 seconds, this public health concern is the leading cause of death and disability in children and young adults. In fact, the CDC indicates that approximately 5.3 million Americans live with lifelong disabilities resulting from brain injury.

The CDC estimates that each year, one million children and adolescents are taken to emergency rooms with traumatic brain injuries resulting from motor vehicle accidents, falls, sports, and abuse. It is also estimated that TBI to children between birth and 19 years of age, annually result in 7,000 deaths, 150,000 hospitalizations, 30,000 becoming permanently disabled, and over \$1 billion in hospital care.

The costs relating to brain injury are staggering, and individuals with severe brain injury can typically face life long disabilities, even after rehabilitation. The CDC estimates that cumulative costs exceed \$60 billion annually.

Individuals with severe brain injury suffer from serious physical impairments and a variety of perceptual, cognitive, psychiatric, emotional, and behavioral complications, including impaired interpersonal and problem-solving skills, memory loss, decreased thought-processing abilities, speech and seizure disorders, and physical deficits.

The only cure for TBI is prevention, and public awareness is critical to the prevention of brain injury, and to enhancing the recovery process of all individuals affected by TBI.

The California Brain Injury Association

The California Brain Injury Association (CALBIA) is a statewide membership non-profit organization dedicated to its Mission Statement, ***creating a better future through brain injury prevention, research, education, and advocacy*** to all individuals affected by brain injury, family members, caregivers, and to the general public. CALBIA maintains Articles of Incorporation, Bylaws, and Guiding Principles.

With over 33,000 reported cases of brain injury in California per year, it was imperative that a state affiliate to the Brain Injury Association of America (BIAA) be formed. As Chairman of the Board of Directors for the BIAA, Dr. Mark Ashley, Owner and President of Centre for Neuro Skills® in Bakersfield, California, directed the effort to form the CALBIA. After months of preparation, CALBIA began operations on February 9, 2006.

As word spread about the newly formed CALBIA, membership grew and donations were received. A group of volunteers planned small fundraising activities and an educational conference that provided additional assets to CALBIA.

The California Brain Injury Association is temporarily located in Bakersfield, California, until there are adequate funds to sustain an office in Sacramento, California, and employ an Executive Director.

Public Policy

In December of 2006, the Board of Directors unanimously agreed to retain the services of Mr. Rick Rollens, who successfully brought national attention to Autism. Under direction of the Board, Mr. Rollens will proceed with the following legislative approach:

- ?? Obtain a Governor's and Legislative Proclamation of Brain Injury Awareness Month in March of 2007.
- ?? Establish a Governor's Task Force on Neurological Injuries.
- ?? Create a bipartisan legislative coalition for Brain Injury.
- ?? Increase the funding of the Brain Injury Trust Fund.
- ?? Create a state funded vehicle for brain injury treatment, life care, and research.

As the bipartisan legislative coalition becomes a reality, CALBIA will be able to pursue additional service availability and funding in the coming years. The first year will be largely foundational.

CALBIA members also participated in numerous action alert requests from the BIAA, which included sending letters to California Senators and Congressmen, and soliciting the same from their list of contacts.

Education and Research

CALBIA / Scarlett Law Group Conference

On September 1-2, 2006, CALBIA and Scarlet Law Group joined forces to host the *State of the Art Medical and Rehabilitative Care in Brain Injury: Clinical and Legal Implications Conference*. The conference was held at the Silverado Country Club and Resort in Napa, California, and attended by 104 medical, legal, rehabilitation, and clinical professionals, some traveling from mid-west states, and as far away as Hawaii. With an impressive faculty of speakers, the conference was very well received, with much anticipation for future conferences. All attendees with professional credentials received Continuing Education Units for their discipline.

In addition to the captivating lectures, conference attendees were invited to attend a wine tasting event at a private estate, hosted by Mr. John E. Hill. To help raise funds for CALBIA, a silent auction was held, along with "Dinner with the Stars" (the speakers being the stars), and a golf tournament Sunday morning following the conference. Thanks to the many sponsors and attendees, CALBIA raised over \$27,000.

Resources

WEBSITE

CALBIA's website has been praised by the BIAA and other state affiliates for the design and vast amount of information. The website contains information about membership, donations, numerous resources, support groups, information about brain injury, calendar of events, links to other valuable resources, and contact information. The website also allows for service providers and support groups to post their information to the site. In addition, CALBIA's online processor allows for members, donors, and participants in CALBIA events, to process payments via credit card through the secure site.

HELP LINE

In addition to the website, CALBIA maintains a help line to allow individuals to call and inquire about resources and general information about brain injury. By December of 2006, an average of 100 calls per month were coming into the CALBIA office. Callers requesting information about resources were directed to the website and encouraged to contact the facilities that best met their needs. Information packets were mailed to individuals that do not have access to computers.

NEWSLETTER

CALBIA members receive monthly newsletters via e-mail, which includes research articles, calendar of events, and general information about CALBIA. The *CALBIA Communiqué* also features stories about events, and legislative updates, and is looking to include more information in future editions. In July of 2006, members began submitting stories of survival and inspiration, which has become a popular monthly feature in the newsletter.

Public Awareness and Prevention

BRAIN INJURY AWARENESS MONTH – MARCH, 2006

Immediately after CALBIA began accepting members, volunteers worked diligently to compile documents for a mass mailing throughout the state. On March 1st, CALBIA was featured as the charitable organization of the night at the Bakersfield Condors Hockey Game. Volunteers manned a table at the arena, answered questions, and distributed valuable information about brain injury, CALBIA, and the BIAA's Brain Injury Awareness packets. The event also served as CALBIA's first fundraising event, as all proceeds from the evening's jersey raffle benefited CALBIA.

MEDIA

At the inception of CALBIA, a statewide press release was issued to the major news outlets. In addition, Dr. Mark Ashley was interviewed on Bakersfield's KGET TV's morning news show.

TRI-FOLD BROCHURES

Volunteers assembled data and created a tri-fold brochure that includes CALBIA's mission statement, vision statement, guiding principles, basic information about brain injury, brain injury statistics, and a member/donor form. These brochures were distributed via mass mailing, and through some of the hospitals and rehabilitation facilities in California.

EXHIBITS

Volunteers had two opportunities to exhibit at the Bakersfield Condors hockey games. In addition, exhibits were held at CALBIA's conference in Napa, the 5th Annual Neuro Rehabilitation Conference in Loma Linda, and a charity event benefiting a newly formed brain injury support group, Brainstorming4us, in Victorville.

Many Thanks to the Members and Donors

The California Brain Injury Association would like to thank each member and donor that has contributed to a successful first year.

MAJOR DONORS (IN-KIND DONATIONS)

Centre for Neuro Skills® – Over \$75,000
Scarlett Law Group – Over \$10,000

FOUNDING MEMBERS

Casa Colina Centers for Rehabilitation
Centre for Neuro Skills®
Scarlett Law Group

CORPORATE MEMBERS

Brain Injury Specialists
Care Meridian

Providence St. Joseph Medical Center
Solutions at Santa Barbara

Winways
Young Wooldridge

MEMBER DONORS

Thomas Abrams

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Mark Ashley

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Michael Ghiringhelli

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Linda Stempel

Dave Stork

Susan Strichard

Scout Tomyris

Paula Valle-Bowman

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Kavie Von Husen

Kat Walden

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Gary White

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Angels Baseball	Honda of Oakland	The Pro Shop
Bakersfield Golf	Industrial Solutions Group, Inc.	Russo's Books
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Dean & Terri Kiernan	Knight's Jewelers	Tiger Woods Foundation
Di Rosa Preserve	Marin Acura	Urniers TV & Appliance
DZ Vineyards	Mt. Vernon Florist	USGA Foundation
Elephant Bar	New England Patriots	World Hotels
Falcor Wine Cellars	Olcotts	
Forever Young Foundation	O'Neil Surfware	

Board of Directors

Mark J. Ashley, Sc.D., CCC-SLP, CCM
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Rick Adams, M.D.

Felice Loverso, Ph.D.

Sharon Grandinette, M.S.

Dennis Hays, Esq.

David Hovda, Ph.D.

Robert H. Ludlow Jr., Esq.

Claude Munday, Ph.D.

Nancy Payne

Randall Scarlett, Esq.

Paula Valle-Bowman

BOARD OF DIRECTORS MEETINGS

July 25, 2006

November 21, 2006

**California Brain Injury Association
Statement of Financial Position
December 31, 2006**

Assets		
	Wells Fargo Bank checking	<u>\$56,536.89</u>
	Total current assets	<u>\$56,536.89</u>
Total Assets		<u>\$56,536.89</u>
Net Assets		
	Unrestricted	<u>\$56,583.89</u>
Total Net Assets		<u>\$56,583.89</u>

California Brain Injury Association
Statement of Activies
Year Ended December 31, 2006

Changes in unrestricted net assets:

Gifts, Grants & Contributions	<u>\$ 10,792.31</u>
Membership Fees	
Board of Directors	\$ 5,250.00
Founding Membership	\$ 7,000.00
Membership Dues	<u>\$ 14,310.00</u>
Total Membership	<u>\$ 26,560.00</u>
Gross Receipts from Activities	
Silverado conference	\$ 47,515.00
Silverado golf tournament	\$ 22,935.00
Silverado conference - In-kind	\$ 12,454.31
Condors fundraising event	\$ 2,013.50
Other fundraising activities	<u>\$ 852.00</u>
Total Gross Receipts from Activities	<u>\$ 85,769.81</u>

Total Unrestricted Revenues **\$123,122.12**

Expenses

Fundraising expenses	
Silverado conference & golf tournament	\$ 11,530.70
Meals & entertainment	\$ 17,455.05
Condors fundraising event	\$ 1,263.00
College Net	\$ 2,310.90
Postage and delivery	\$ 2,999.55
Equipment Rental	\$ 1,017.20
Marketing Supplies	\$ 2,074.82
Office Supplies	\$ 5,506.63
Printing and Reproduction	\$ 6,477.60
Hotel & Travel	\$ 6,381.49
Other fundraising expenses	<u>\$ 880.00</u>
Total fundraising expenses	<u>\$ 57,896.94</u>
Management and General	
Bank service charges	\$ 44.01
Telosa Software	\$ 1,372.50
College Net	\$ 1,315.97
Postage and delivery	\$ 2,573.50
Office Supplies	\$ 1,226.06
Business fees and taxes	\$ 1,350.00
Other expenses	<u>\$ 806.25</u>
Total management and general expenses	<u>\$ 8,688.29</u>

Total Expenses **\$ 66,585.23**
Increase in Unrestricted Net Assets **\$ 56,536.89**
Net Assets at beginning of year **\$ 0**

Net Assets at end of year

\$ 56,536.89

**California Brain Injury Association
Statement of Activies
Supporting Schedules
Year Ended December 31, 2006**

Revenue Detail

Board of Directors Dues

Paula Valle-Bowman	\$ 750
Sharon Grandinette	\$ 750
Dennis Hays	\$ 750
Mark Ashley	\$ 750
Robert H. Ludlow, Jr.	\$ 750
Richard Adams, MD	\$ 750
Claude Munday	<u>\$ 750</u>
	<u>\$ 5,250</u>

Founding Membership

Casa Colina Center	<u>\$ 7,000</u>
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Membership Dues

\$14,310

Silverado Conference

In-kind contributions - Randy Scarlett	\$ 6,450
In-kind contributions - Centre for Neuro Skills	\$ 6,004
Auction Purchases	\$ 4,995
Conference Registration	\$30,250
Conference Sponsors	\$ 5,100
Dinner with Stars	\$ 2,300
Exhibitor Registration	\$ 2,700
Raffle Tickets	\$ 2,150
Donations	<u>\$ 20</u>
	<u>\$59,969</u>

Silverado Golf Tournament

Golf Registration Fees	\$ 7,405
Mulligan Sales	\$ 1,280
Golf Tournament & Hole Sponsors	<u>\$ 14,250</u>
	<u>\$ 22,935</u>

**California Brain Injury Association
Statement of Activies
Supporting Schedules
Year Ended December 31, 2006**

Net Fundraising revenue

Silverado Conference & Golf Tournament Revenue **\$82,904**

Silverado Conference & Golf Tournament Expenses

Conference Brochures	\$ 6,478
ASAP Management	\$10,689
Postage and delivery	\$ 3,000
Marketing Supplies	\$ 2,075
Office Supplies	\$ 5,507
Hotel & Travel	\$ 6,381
Equipment rental	\$ 1,017
Meals & entertainment	\$17,455
Other (Insurance & CEU Registration)	\$ 942
College Net	<u>\$ 2,311</u>
	<u>\$55,854</u>

Net Silverado Conference & Golf Revenue **\$27,050**

Condors Fundraising Event Revenue **\$ 2,014**

Condors Fundraising Event Expenses (\$ 1,263)

Net Condors Fundraising Event Revenue **\$ 751**

Wrist Band Revenue **\$ 667**

Wrist Band Expenses (\$ 780)

Net Wrist Band Revenue **(\$ 113)**

Other Fundraising Revenue **\$ 185**